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SOURCE Hei-ven Pao.

CCP PROHIBITS FOREIGN-LANGUAGE TRADEMARKS AND SIGNS

The North China People's Government, 5 March 1949, prohibited the use by government-operated factories and shops of any foreign language in their signs, in their trademarks, or on the package wrappings of their products, with the exception of goods to be exported. The justification for this action is that the use of a foreign language for these purposes is a vestige of the colonial complex which must be eradicated. All levels of government agencies are enjoined to enforce this order strictly.

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